5th Annual Regional Housing Summit: Housing Outside the Box - seeking New Solutions

- The Regional Housing Summit attracted over 200 attendees who gave it high marks for addressing the goal of seeking new solutions to our region's housing crunch.
- The audience included elected officials, local planners and program administrators, the building industry and other regional stakeholders.
- Lucy Dunn, Director of State HCD reviewed the Schwarzenegger administration's "Taking Care of our Own" approach to setting housing element planning goals, while John Landis, Ph.D. previewed the new on-line California Parcel Locator, which is designed to identify the State's most suitable sites for infill development.
- SCAG released its updated housing market performance report, and previewed its new Compass 2% Strategy initiative and suite of tools for local government.
- In addition, a panel of elected officials reviewed legislative initiatives, especially work by the League of Cities and BIA task force on housing law reform, that can help the region address its housing production and affordability challenges.
- Summit leaders emphasized the need to "think outside of the box" and implement cost-effective, sustainable strategies such as mixed-use development in urban areas and controlled development in open areas.
- Free registration and complimentary food and beverages were made possible through the financial support from the City of Monrovia Redevelopment Agency, Wells Fargo Mortgage, City of Pasadena and the Building Industry Association of Southern California.

Summit Evaluation (less than 10% return)

1. Please rate the overall quality of the Regional Housing Summit (circle):

Very Good 6 Good 10

2. Please rate how well the conference met its stated goals/intent? (circle):

Very Good 9 Good 7

3. Please rate the quality of the Housing Summit materials/ packet (circle):

Fair 2

Very Good 7 Good 7

4. Was the time/length of the Housing Summit adequate?

Yes: 13 No: 3 (if no, please provide suggestions)

- too long,
- issues restated too many times;
- first speakers ran over/late start;
- provide speakers/presenters with more time;
- 5. Was the information presented at the Housing Summit useful and transferable to your organization or jurisdiction?

Yes: 16 (if yes, please provide example)

- how development works;
- will share with others;
- student research
- good material/subject matter to bring to additional audiences to get more solutions
- infill strategies.

No: 0

Were their opportunities for networking and interaction with colleagues?

Yes: 8

No: 8 (not enough time)

What topic(s) did you value the most?

- Housing Law, Solutions;
- Affordability Strategies Panel;
- Randall Lewis
- Bill Fulton panel
- Lucy Dunn;
- Where do we Build? panel
- The reform of housing planning law and California Building Rules;
- Infill, redevelopment; affordability strategies; parcel locator
- Benefits of rezoning,

- Areas to find equitable housing solutions;
- Developer constraints, point of view of elected officials
- 2% strategy
- Report from Sacramento.

In what ways could the Housing Summit be improved?

- Moderators should shorten comments; provide handouts of all presentation slides; shorten the summit & panels
- More time to network;
- More industry perspective
- Too many statistics introduced to be absorbed.
- Consider having student speakers different perspective with similar knowledge

What topic(s) would you have liked covered that were not?

- Solutions that have worked or that are currently working;
- Environmental impacts;
- Manufactured housing/mobile homes,
- Futures & regulatory issues & conversions to private ownership,
- Sample of PR education program;
- More of an intro to affordable housing;

Please identify any New Solutions that may not have been identified during the program, and any other comments, feedback or requests:

- CC & SCAG Staff were great!
- Too much feedback on mikes
- Program was too long and did not stay on schedule

New Solutions: Identified in no particular order from Speakers and the Feedback Session

- Affordable housing needs: more money, easier access to land, and increased public comfort with higher density
- More certainty and production through by right housing in commercial zones
- Provide training and technical assistance to Multifamily Condo Associations, especially in low income areas a key consideration in expanding home ownership opportunities through multifamily construction for young minority households
- Provide an incentive for affordable housing through increased FAR approach
- Calculate parking need based on size of unit -500 to 750 sq. ft. = 1 car, e.g. best fit for non-traditional households
- Provide for guest parking needs in specific planning process, i.e. like what is done for downtown retail
- Review per unit fees as they are regressive on smaller homes

- Lower cost construction defect insurance is needed
- Public Awareness/Education—public campaigns may change attitudes: Nimby brigade, more mixed use to protect SFU areas, etc.
- Affordable Housing through density bonuses, revitalize commercial areas with housing, inclusionary programs and local trust funds addresses the "Money" and "land" problem
- Link need for new housing with need for new schools: create a mixed use development initiative to combine charter (quality)schools and housing on the same site/ neighborhoods
- Urge existing owners in transitional areas, particularly seniors, to package and sell their property to one developer who can up-zone without leaving anyone behind to deal with more traffic, etc.
- Maintenance Liens and more code enforcement provide a foreclosure and forced sale risk to owners who let properties decay rather than put it on the market because holding costs are so minimal
- Property Tax Reform split tax roles will protect homeowners and create increased taxation for retail, commercial, office, etc. This can mean more resources for housing and other community needs, while also providing an incentive to put under performing commercial properties on the market for adaptive re-use or recycling
- Promote 2nd Units and mobile homes

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FOR IMMEDIATE RELEASE April 21, 2004



"OUTSIDE OF THE BOX" STRATEGIES TO OVERCOME THE HOUSING CRISIS DISCUSSED AT SCAG HOUSING SUMMIT

* * *

State, Local Leaders Present Strategies To Improve Housing Affordability and Availability

LOS ANGELES – With median home prices nearing \$500,000 and household annual incomes remaining around \$55,000, residents are being forced to devote increasing portions of their income to housing. Southern California's population growth continues to far outpace construction, placing additional pressures on the housing market and resulting in higher costs and increased congestion. More than 250 policymakers and housing leaders from across the region convened at the Southern California Association of Governments' (SCAG) 5th Annual Housing Summit in an effort to devise new approaches to address the growing housing crisis. Summit leaders emphasized the need to "think outside of the box" and implement cost-effective, sustainable strategies such as mixed-use development in urban areas and controlled development in open areas.

Rialto City Councilmember Deborah Robertson, Chair of SCAG's Community,

Economic and Human Development Committee, and Executive Director Mark Pisano discussed how *Southern California Compass*, SCAG's growth visioning initiative, provides a blueprint to accommodate housing and population growth over the next 30 years by employing relatively small changes in land use planning decisions to reap tremendous results in housing availability and affordability.

"We need to strategically develop housing where it is needed the most; near jobs, along mixed-use corridors, in downtown and suburban centers and at transit stops and stations," said Robertson, Chair of SCAG's Community, Economic and Human Development Committee. "By

focusing more development in these housing opportunity areas, we can reduce commutes and protect environmentally sensitive places in 98% of the region."

- more -

Lucetta Dunn, Director of the State Department of Housing and Community

Development, discussed the Governor's efforts to streamline environmental review
requirements and create real financial incentives for local governments to zone for
housing. Dunn underscored the importance of forging more effective partnerships
between the state and local governments. Dunn stated, "We can either work together to
plan for the growth and implement those plans, or growth will continue to plan us, as it
has for the last 30 years."

John Landis, professor at the University of California at Berkeley, discussed the impact of in-fill development as a critical strategy, asserting that about four million housing units could potentially be developed by maximizing vacant and underutilized parcels in urban areas.

Another key strategy identified at today's summit was the development of various incentives to make it more feasible for local governments to zone for residential development at a pace that keeps up with growth. A major factor behind the dramatic rise in housing prices is an inability to zone and build enough homes to keep up with current and future demands.

Summit participants identified a number of legislative and land use strategies to address the regional housing crunch, including:

- Increase coordination of housing development with transportation, water resource management, and other local planning efforts.
- Identify additional state funding for infrastructure and local government general plan development.
- Reformulate municipal finance and revenue sources to ensure that local governments have the resources necessary to develop adequate housing stock.
- Focus residential development in areas near major transit centers or corridors.
- Support greater mixed-use and in-fill development, particularly in urban areas.
- Reduce zoning restrictions that can add to housing costs.

Southern California Association of Governments

5 Annual Regional Housing Summit Housing Outside of the

Biographical Information on the Speakers







Hon. Ron Roberts
President, Southern California Association of Governments
Mayor Pro Tem, City of Temecula

Ron Roberts is the Mayor Pro Tem of the City of Temecula, California. He has served on the City Council since 1992, and he previously served as Mayor and Mayor Pro Tem from 1993-2002. He has served in various capacities on the Southern California Association of Governments Regional Council, including its Executive Committee,

Maglev Task Force, 91 Express Lanes Advisory Committee and Administration Committee. He also previously chaired SCAG s Transportation and Communications Policy Committee.

Roberts is currently a member of the League of California Cities Public Safety Committee, Executive Committee (Riverside Division), and Transportation and Communications Committee. Roberts also serves on the Riverside County Transportation Commission, Southern California Regional Rail Authority (SCRRA/Metrolink) and South Coast Air Quality Management District's Mobile Source Air Pollution Reduction Review Committee.

Ron Roberts has established his key objectives to innovate methods of growth and encourage business development. He would like to streamline government regulations for business and speed up city processing time whenever possible.

Roberts is a retired California Highway Patrol Sergeant and received an Associate of Arts from Mt. San Antonio College.



Hon. Deborah Robertson Councilmember, City of Rialto

Deborah Robertson was elected to the Rialto City Council in 2000. She serves as a representative to the League of California Cities Transportation, Communications and Public Works Committee and SCAG s Community, Economic and Human Development Committee. She also serves on the governing board of the San Bernardino Associated Governments in addition to serving as a member of the Budget Oversight,

Redevelopment and Citizens Advisory Council for the City of Rialto.

Councilwoman Robertson has also served as the Division Chief of External Affairs for Caltrans District 7, which covers Los Angeles and Ventura counties. The division provides services in the areas of Media Relations/Public Affairs, Legislative and Government Affairs, Equal Opportunity, Graphic Services, and Executive Office Support. Prior to this position, Robertson was the Chief of Certifications for the Department's Business Enterprise Program. In addition, she was the District Human Relations Branch Chief as well as the Branch Chief of Public and Governmental Affairs in District 8 from 1990 to 1995. Robertson's professional service also includes the title of Special Assistant to the Director for the Port of Los Angeles, Business Representative for Service Employees International Union, and Program Director for San Diego Youth Involvement Project.

Councilwoman Robertson received her B.A. from the University of California at San Diego and her M.A. from the City University of New York. She is also a graduate of the National Urban Fellows program. She currently resides in Rialto.



Hon. Paul Nowatka Councilmember, City of Torrance

Paul Nowatka has served as a Councilmember of the City of Torrance since 2000. He previously served the city in the capacity of Mayor, beginning in 1996 and again in 1999. He is the Chair of the Citizen Development and Enrichment Committee, and he is also a member of the Community Planning and Design Committee. For SCAG, Councilmember Nowatka is a member of the Community, Economic and Human

Development Committee and is a member of the Housing Summit Subcommittee.

Nowatka has been a delegate to the Private Industry Council Policy Board and has acted as the Chair of the Armed Forces Ad Hoc Committee. In addition, he has worked in the capacity of liaison for Arts in Public Places. During 1995-1999, he served as Commissioner for Torrance Community Services. His public service also includes membership in the Educational Council of Torrance, the Torrance Coordinating Council, and the Torrance Historical Society, and on the Advisory Board for the Salvation Army.

Paul Nowatka is a retired Lieutenant of the Torrance Police Department, where he served honorably for 33 years.



Hon. Mary Ann Lutz Councilmember, City of Monrovia

Mary Ann Lutz was elected to the Monrovia City Council in March of 2003. Her fifteen years of community involvements include Chairperson of Monrovia Community Services Commission and Monrovia Fire Safe Council; president of Monrovia Day Association, Past President of the Monrovia Rotary Club, Community Media of the Foothills (KGEM) and member of the Wilderness Preserve Steering Committee,

Community Committee to conduct interviews for Police Chief Position, Monrovia Skate Park and Youth Center Committee, Monrovia Parks Master Plan Committee and Committee for Yes on A & B (Hillside Bond Election).

Lutz is a member of SCAG's Community, Economic and Human Development Committee. In addition, she has served on the Los Angeles Waste Management Task Force and was recently appointed by Governor Schwarzenegger to the LA Regional Water Quality Control Board. Lutz is a business owner in Monrovia and a leader in business organizations such as the Monrovia Chamber of Commerce, Government Affairs and Ambassador Committees, immediate Past President (3 terms) of the American Association of Electronic Reporters and Transcribers (AAERT), past board member of the Monrovia Old Town Merchants Association and member of the Business Development Committee, Vision 2000 and 2005 Committees.

Lutz has received numerous community awards including the Chamber of Commerce Dick Lord Award - Business Person of the Year (1994), Sam Walton Business Leader Award (1997), Iris Award - Citizen of the Year (2001), Business Life's Women Business Leader of the Year (2001), and Women of the Year by State Senator Bob Margett, 29th District (2005).



Hon. Kathryn McCullough Councilmember, City of Lake Forest

Kathryn McCullough was elected to the Lake Forest City Council in 1994 and is no stranger to Lake Forest or the Saddleback Valley. As the founding Director of Adopt-A-Neighbor Program in Mission Viejo, Minister of the Mission Church in Lake Forest and a founding member of the Lake Forest Lions Club, she is known by many for her community involvement. Of the many honors Council Member McCullough has received, she feels being elected to serve the residents of Lake Forest to be one of the greatest. She is a member of SCAG s Community, Economic and Human

Development Committee.

McCullough has been quite active this year as a member of the Governor's Roundtable for Welfare Reform. In addition to her duties for the Governor's office, she is a representative to the League of California Cities State Welfare Reform Task Force. Kathryn is the City's representative to the Orange County Public Library Advisory Board and the Vice Chair of the Library Legislative Subcommittee.

Additionally, she is designated to the Growth Management Area 9 Interjurisdictional Planning Forum (GMA9), the City Council liaison for local traffic related matters and was elected to the State League of California Cities Board of Directors. She was reappointed to the Southern California Association Governments (SCAG) Community, Economic & Human Development Committee and selected for the Livable Communities Subcommittee. Also she is on the League of California Cities Smart Growth Committee. She is also affiliated with LULAC and the Ladies Veterans of Foreign War auxiliary.



Mark A. Pisano
Executive Director, Southern California Association of Governments

Mark Pisano directs the activities of the Southern California Association of Governments (SCAG), the nation s largest regional planning agency. The counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura, and cities within these counties, are members of the Association. The purpose of this voluntary association of local governments is to provide an open forum where region-wide problems can be explored and comprehensive plans dealing with air and water quality.

transportation, regional growth and development, housing, and other areas critical to the region can be developed.

Prior to joining SCAG in November 1976, Pisano was director of the Environmental Protection Agency s Water Quality Planning Division. For several years, Pisano was responsible for developing policy on implementation of the nation s water quality management process, including basin and facility planning and wastewater management programs. He previously served as an economist with the Environmental Protection Agency.

A Ph.D. candidate at Georgetown University, Pisano was a lecturer there during the summers of 1970 and 1971. He is also the author of numerous papers, speeches, and articles on such subjects as economics, growth, transportation, water quality, and governance.

Richard J. Lambros Chief Executive Officer, Building Industry Association of Southern California

Richard Lambros is the Chief Executive Officer of the Building Industry Association of Southern California (BIA/SC), a non-profit trade association representing more than 1,850 member companies involved in all aspects of the building industry in the six-county Southern California region.

Lambros is responsible for the day-to-day management of the sixth largest local homebuilding trade association in the nation and the largest local association in the state. He works with BIA/SC s Board of Directors, seven chapters and thirteen councils to craft and implement strategies that will grow the size and strength of the association, provide valuable member services, advance industry causes and create a pro-housing climate that is conducive to sustained housing growth in Southern California.

Upon his arrival at BIA/SC in 1999, Lambros spearheaded a top-down analysis of the entire association that resulted in a comprehensive plan to improve its overall effectiveness and efficiency. From a total restructuring of the bylaws to improving office technology, reorganizing the membership dues structure, reinvigorating the government affairs program and maximizing the fiscal impact of its Political Action Committee, Lambros has utilized his wealth of political, business and association management experience to help BIA/SC reestablish itself as the leading regional voice for the homebuilding industry.

Prior to assuming his statewide political duties, Lambros spent over 10 years representing the interests and efforts of the housing industry. He served as the Vice President and Director of Public Affairs for the Apartment Association of Orange County (AAOC) and as Director of Governmental Relations for the Rancho Los Cerritos Association of REALTORS. His years of service and contributions to the housing industry resulted in his earning special recognition in 1996 as the Alliance of Real Estate Associations Legislative Advocate of the Year.

A second-generation California native, Lambros was born in Los Angeles and raised in Downey, California. A graduate of Downey High School, Lambros attended USC where he earned a Bachelor of Arts degree in Political Science.

Robert Kleinhenz Deputy Chief Economist, California Association of Realtors

Robert Kleinhenz is the Deputy Chief Economic for the California Association of Realtors^{III} (C.A.R.), a statewide trade organization of real estate professionals with more than 150,000 members.

Dr. Kleinhenz manages C.A.R. s research and economics department, which gathers and publishes information on the California housing market, and conducts survey research of consumers and C.A.R. members.

Dr. Kleinhenz has a Bachelor s degree from the University of Michigan, a Master s degree and a Doctorate from the University of Southern California, all in Economics. Prior to working at C.A.R, he taught Economics for over 15 years, most recently at California State University, Fullerton. He has spoken to local, state, and national audiences and is a frequent contributor to media coverage on the housing market and economy.

Mark Buckland
President and Co-Founder of the Olson Company

Mark Buckland is the President and Co-Founder of the Olson Company. He has had more than twenty years of experience in real estate, principally in the development of affordable housing.

Prior to co-founding the Olson Company, Buckland was the Development Manager for the Bixby Ranch Company where he was responsible for projects in apartment, office, and retail. He also served as Project Manager for the Office of Planning at the University of California at Irvine, where he focused on the development of the master plan, housing elements, and other campus projects. Buckland received his B.A. from the University of California at Irvine and his M.A. from Stanford University.



Joan Ling
Executive Director, Community Corporation of Santa Monica

Joan Ling has served as Executive Director of the Community Corporation of Santa Monica since 1991. In that capacity, she oversees all aspects of operating an affordable housing development and property management company. During her tenure, the company grew from 300 to 1,200 units (with another 300 units in construction or pre-development) and from controlling \$20 million to \$200 million of real estate assets.

Ling worked in the private and public sector prior to finding her niche in the not-for-profit sector where operating effectiveness can co-exist with social equity. She was associated with The Planning Group preparing community plans and with Kotin, Regan & Mouchly analyzing market and financial feasibility for large real estate development projects. Ling also worked at the Los Angeles County Community Development Commission and oversaw at various times housing production and rehabilitation, economic development and redevelopment. Ling is a Phi Beta Kappa graduate of Chatham College in Pennsylvania. She earned her M.A. degree at the UCLA School of Architecture and Urban Planning where she was a Graduate Advancement Fellow. Recently, she was honored by the Fannie Mae Foundation as one of six national James A. Johnson Fellows.



John Fregonese
Principal, Fregonese-Calthorpe Associates

John Fregonese has been a planner for 25 years and started at Fregonese-Calthorpe Associates in 1997, a full-service firm specializing in comprehensive planning, GIS analysis, land-use ordinances, implementation strategies, and public involvement programs and materials. Fregonese's firm was instrumental in SCAG's recent efforts to undertake Southern California Compass, a comprehensive, nationally renowned growth visioning initiative for Southern California. The firm s planning projects include: regional vision projects in Austin, Salt Lake City, Nashville, and Chicago.; countywide

coordination plans in California and Oregon; city comprehensive plans and development ordinances; and neighborhood downtown plans in Oregon, Wyoming, Utah, California, and Texas.

Fregonese has done extensive planning work for the city of Portland, Oregon. For five years, he served as the planning director for Metro, the regional government, where he worked on the Metro 2040 Growth Concept, a project to ensure the efficient use of land, preserve green and natural areas, and develop a connection between transportation and land use decisions. This project has garnered multiple national rewards and forms the foundation for required land use and transportation planning in the Portland Metro region.



Neal Richman Assistant Director, UCLA Advanced Policy Institute

Neal Richman is the Assistant Director of the UCLA Advanced Policy Institute, where he teaches courses in community development with an emphasis on housing. He has twenty years of experience in affordable housing in management and development. In partnership with the Southern California Association of Governments, Richman has been conducting training programs for government officials and representatives of

private industry on how new technologies will reshape urban development and finance.

Dr. Richman has consulted on community development and neighborhood revitalization both domestically and internationally and has contributed to the production of more than a thousand affordable housing units in the Southern California region. He has lectured and published widely on the topic of community development, and he overseas the Advanced Policy Institute's Community Information Technology Center. His housing development projects have won awards from the National Endowment for the Arts, Progressive Architecture Magazine, and the U.S. State Department for the U.N. International Year of Shelter for the Homeless.

Dr. Richman is the Director of Neighborhood Knowledge of Los Angeles, which provides access to a searchable database on property tax delinquencies, code violations, and other city and county data. He is responsible for the first online tool for neighborhood asset mapping, I AM LA.

Dr. Richman earned his Ph. D from the Department of Development and Planning at the University of Aalborg, Denmark and his M.A. from UCLA.



Randall W. Lewis

Executive Vice President/Marketing Director, Lewis Operating Corporation

Randall Lewis is Executive Vice President/Marketing Director for Lewis Operating Corporation, where he oversees the sales and marketing operations of the Company. Lewis is a long-time member of the Urban Land Institute (ULI) as well as a Governor of the ULI Foundation. Randall serves on several executive boards including the USC School of Policy, Planning and Development and the UCLA School of Public Policy and Social Research. He is recognized as an expert in the real estate industry and frequently quoted in various newspapers, magazines and trade journals. Randall has

more than 30 years of experience in the real estate industry.

Lewis has been President of the Inland Empire Arts Foundation, Secretary of the Los Angeles County Citizens Planning Council, director of the HomeBuilder's Council, and national director of the National Association of HomeBuilders. Lewis has been named the Builder of the Year by the Baldy View Chapter of the B.I.A., and was the recipient of the Sales and Marketing Council's MAME Awards Marketing Person of the Year. Lewis received his B.A. from Claremont McKenna College.



Hon. Bill Fulton Councilmember, City of Ventura

Bill Fulton was elected to the Ventura City Council in 2003, culminating many years of professional experience and community involvement in local government affairs. In his professional life, Fulton is a well-known author and urban planning analyst. He is president of Solimar Research Group, a research and publishing firm based in Ventura. He is also the author of four books, including "The Reluctant Metropolis: The Politics of Urban Growth in Los Angeles", which was a Los Angeles Times best-seller, and "Guide to California Planning," the standard textbook on urban planning

used in college courses throughout the state.

Fulton is frequently quoted on urban planning topics by newspapers and radio and television shows around the nation. He has also taught urban planning at Cal Poly Pomona, USC and UCSB. As a civic activist, Fulton served as the chair of the citizen committee that produced Ventura's "Seize The Future" community vision, and chair of the City's Library Advisory Commission, helping to oversee construction of the new Avenue Library and renovation of E.P. Foster Library.

Fulton and his family have lived in Ventura since 1987. Fulton grew up in Upstate New York and went to St. Bonaventure University, making him (at least as far as he knows) the only graduate of St. Bonaventure who lives in San Buenaventura. He also did graduate work in journalism at The American University in Washington, D.C., and in urban planning at UCLA.



Hon. Victor Carrillo Imperial County Supervisor

Supervisor Victor Carrillo has served Imperial County for a decade in elected office, having served as a Mayor of Calexico from 1996-1997 and 2001-2002 as well as member of Calexico's City Council from 1996-2002. He is currently a member of Southern California Association of Governments Regional Council and San Diego Association of Governments, representing his county.

Supervisor Carrillo has dedicated his life to education and his community. He served as a special consultant to San Diego State University Foundation from 1998-2004, teach at Calexico High School from 1998-2003 and educator/administrator to Vincent Memorial High School from 1980-2000.

Supervisor Carrillo received Masters in Leadership & Administration and Bachelor's degree in Social Science from San Diego State University.



Hon. Ron Loveridge Mayor, City of Riverside

Ron Loveridge has served as a Councilmember of the City of Riverside for fourteen years. He is currently Mayor of the City, first elected in 1994, then reelected in the years 1997 and 2001. Mayor Loveridge has served on the SCAG Regional Council since 1995, and he is currently a member of the Community, Economic and Human Development Committee. He also chairs SCAG s Benchmarks Task Force, which is responsible for developing SCAG s annual State of the Region Report. He currently serves as Past President for the League of California Cities.

For four years, he acted as Chair of the City s Environmental Protection Commission, and he also served on the Executive Committee of Western Riverside Council of Governments in that capacity. Loveridge was honored for his leadership in protecting public health by the American Lung Association in 1996 and again the following year by the American Planning Association.

Mayor Loveridge received his Ph. D from Stanford University and has taught political science at University of California at Riverside since 1965. He has authored many articles on politics and is married with two daughters.

Richard Lyon Senior Legislative Advocate, California Building Industry Association

Richard Lyon is the Senior Legislative Advocate for the California Building Industry Association (CBIA) in Sacramento. He has been with the organization for 17 years. CBIA is the voice of California s homebuilding industry in Sacramento, representing 23 BIAs throughout the state with a membership that includes nearly 6,000 homebuilders and related businesses. Lyon is responsible for the land use, housing, infrastructure, school facility and local government finance issues impacting the industry.

In his capacity, Lyon negotiated a major statewide water compromise in the mid-90 s with agricultural and environmental interests over growth and water issues (SB 905), represented the building industry on all major state-level CEQA-related issues, and played a key role on behalf of the building industry in the creation of the California Infrastructure and Economic Development Bank. He was a key negotiator and architect of the SB 50, School Facilities Financing Act of 1998 and has represented the building industry on all major statewide school bond campaigns since 1987.

Lyon has served on numerous statewide commissions and projects representing the homebuilding industry. Prior to CBIA, Lyon represented county governments before the State Legislature and spent years in a family business building custom homes in the Sacramento area. He holds a Bachelors Degree in Journalism from California State University Sacramento and holds a Juris Doctor degree. He has two grown children and one grandchild.



John Landis Professor, University of California, Berkeley

John Landis is Professor of City and Regional Planning at the University of California, Berkeley, where he teaches courses in planning history, housing, project development, land use planning, and computer mapping. Prof. Landis has published more than two-dozen book chapters and articles in such journals as *Access*, *Urban Studies*, *Environment and Planning*, and *Mortgage Banking*. His article, "Imagining Land Use Futures," won the 1995 award for best feature article in the Journal of the American

Planning Association.

Prof. Landis' recent research has focused on a wide variety of housing and growth policy issues, including affordable housing, the environmental impacts of urban growth, the extent and causes of urban sprawl, and earthquake recovery. Together with several generations of graduate students, Landis designed and developed the California Urban Futures family of urban simulation models.



Lucette Dunn
Director, State Department of Housing and Community Development

Lucetta Dunn was appointed as director of the Department of Housing and Community Development by Governor Arnold Schwarzenegger. The Department of Housing and Community Development is California's principal housing agency and operates under the aegis of the Business, Transportation and Housing Agency. The Department administers housing finance, rehabilitation, and community development programs; oversees the state's housing planning and code-setting processes, and regulates

manufactured housing and mobile home parks.

Dunn has been affiliated with the Koll Company and Koll Real Estate Group since 1992. She most recently served as executive vice-president of development for Hearthside Homes since 1998. In this capacity, Dunn was the executive manager of the Bolsa Chica residential development and wetlands restoration project where she negotiated with a number of local, state and federal agencies the precedent-setting sale of 900 acres of wetlands for restoration. She was previously senior vice-president in charge of development for the southern California division of the Koll Company. Dunn was senior vice-president, general counsel, and a member of the board at Signal Landmark from 1987 to 1990. She was an attorney in private practice from 1981 to 1987. A founding member of the Bolsa Chica Conservancy, Dunn also participates in a number of public policy task forces including the Orange County Privatization Task Force and the El Toro Reuse Plan. She is vice-president of the California Building Industry Association, a director of the National Association of Home Builders, a member of the Urban Land Institute, and was a founding member of the Foundation for Economic and Environmental Progress, among others.

Dunn, 51, earned her bachelor's degree in political science from California State University, Fullerton and her Juris Doctorate from Western State University, College of Law. She is a member of the California State Bar and admitted to practice before the U.S. Supreme Court and Federal District Courts of Appeal. Dunn is a resident of Coto de Caza in Orange County, CA and a registered Republican.

Southern California Association of Governments

th Annual Regional **Housing Summit**

April 21, 2005

Monrovia Community Center 119 West Palm Avenue Monrovia, 91016

Housing Outside of the

Thursday, April 21, 2005

8:15 - 8:45 AM

Registration

8:45 - 9:00 AM

Welcome

Hon. Ron Roberts, Mayor Pro Tem, City of Temecula, SCAG President

Community Economic and Human Development Committee

Hon. Deborah Robertson, Chair, Councilmember, City of Rialto

Housing Summit Steering Committee:

Hon. Paul M. Nowatka, Chair, Councilmember, City of Torrance

Hon. Mary Ann Lutz, Councilmember, City of Monrovia

Hon. Kathryn McCullough, Councilmember, City of Lake Forest

Mark Pisano, SCAG Executive Director

Richard Lambros, CEO, Building Industry Association of Southern California

9:00 - 10:00 AM

Housing Affordability Strategies

Moderator: Hon. Mary Ann Lutz, Councilmember, City of Monrovia

Robert Kleinhenz, Deputy Chief Economist, California Association of Realtors

Mark Buckland, President, Olson Company

Joan Ling, Executive Director, Community Corporation of Santa Monica

10:00 -10:50 AM

Where Do We Build?

Moderator: Hon. Paul M. Nowatka, Councilmember, City of Torrance

John Fregonese, Principal, Fregonese-Calthorpe

Randall Lewis, Marketing Director, Lewis Operating Corp.

10:50 -11:00 AM

Morning Break

11:00 - Noon

Housing Gridlock: The Development Challenge

Moderator: Hon. Bill Fulton, Councilmember, City of Ventura

Hon. Victor Carrillo, Supervisor, Imperial County Hon. Ron Loveridge, Mayor, City of Riverside

Hon. Kathryn McCullough, Councilmember, City of Lake Forest Richard Lyon, Senior Legislative Advocate California Building Industry Association

Noon -1:30 PM

Luncheon

The Reform of Housing Planning Law and California Building Rules

Lucy Dunn, Director, State Department of Housing and Community Development

The California Infill Study

John Landis Ph.D., Professor, University of California, Berkeley

1:30 - 2:15 PM

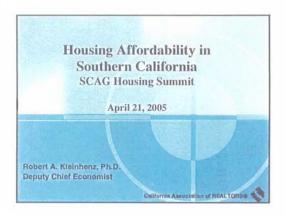
Seeking New Solutions - Audience Feedback

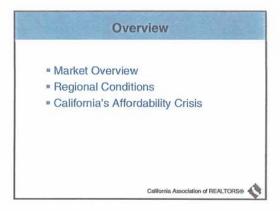
Facilitator: Neal Richman Ph.D., Director, Neighborhood Knowledge Center, UCLA

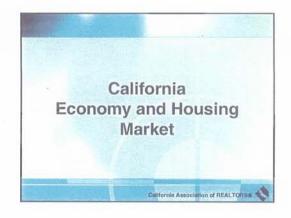
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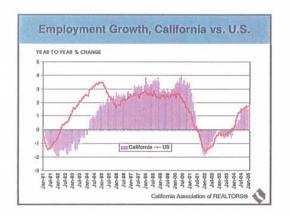
Wrap-Up and Report from Sacramento and Washington DC

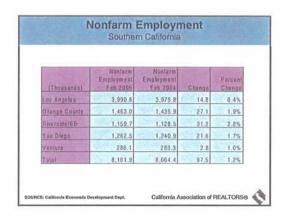




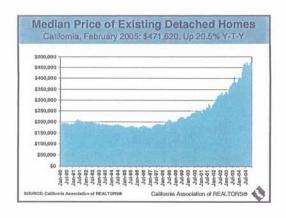


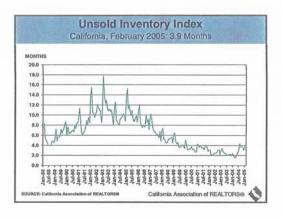


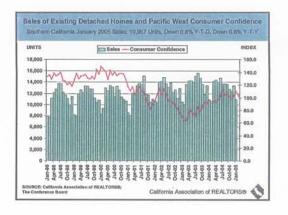


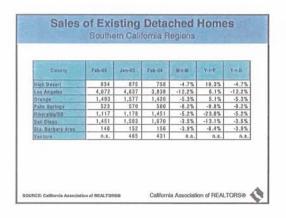


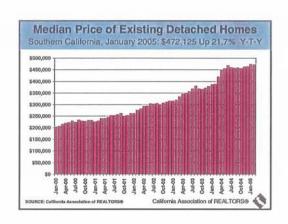


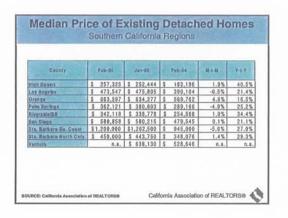






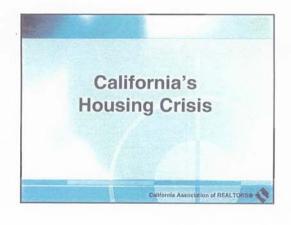


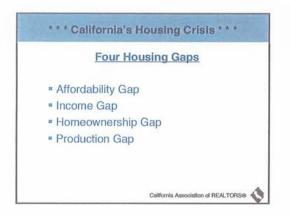












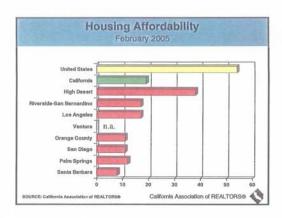
*** California's Housing Crisis ***

Housing Affordability Gap:

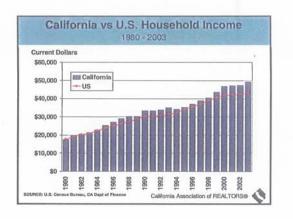
• 54% of US households can afford the median priced home, compared to less than 19% in California, a gap of 35%.

• The US-CA gap has been a feature of the California housing market for decades.



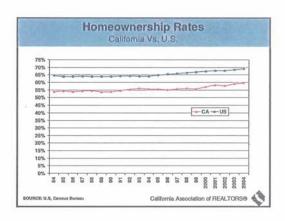












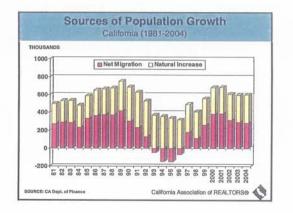
* * * California's Housing Crisis * * *

Housing Production Gap:

- California adds 220-250 thousand new households each year
- New home permits have generally fallen short of 200 thousand housing units, hitting 210 thousand units in 2004 and likely to be just short of that this year.

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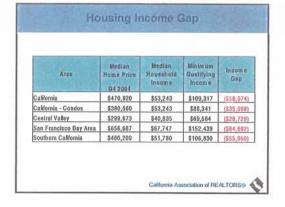


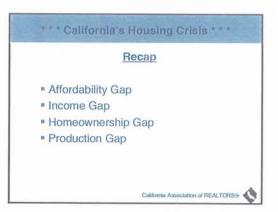
* * * California's Housing Crisis * * *

Income Gap:

 In Q4/2004, the minimum qualifying income for the median-priced home was \$109,300 approximately \$56,000 higher than the median income for households in California.

California Association of REALTORS®





Thank You

www.car.org

robertk@car.org

California Association of REALTORS®

Frequently Used Capital Subsidy Programs for Affordable Housing Projects

Income Levels	% of Area Median Income (AMI) Limits for 1&4 person households in Los Angeles County	Non-City Sources	Depth of Subsidy	Supplemental City Funds Needed?	Notes
Extremely Low	30% of AMI or less \$13,770 & \$19,650 per year	9% tax credits OR	very deep	Likely	very competitive
		tax exempt bonds & 4% tax credits &	very shallow moderate	yes yes	
		State MHP funds	moderate	Likely	out of money in 2007
Very Low	50% of AMI or less \$22,950 & \$32,750 per year	same as above	same as above	same as above	
Low	80% of AMI or less \$36,700 & \$52,400 per year	tax exempt bonds	very shallow	Likely	suitable for ownership
Moderate	120% of AMI or less \$55,080 & \$78,600 per year (note: Some programs have a different	tax exempt bonds	very shallow	maybe, depends on land & construction costs	suitable for ownership only
	income limit for 120% of AMI.)	CalFHA programs State BEGIN funds	very shallow shallow	downpayments 2nd trust deeds	out of money in 2007

Efforts to Increase Subsidy Support to Affordable Housing:

National Housing Trust Fund <u>www.nhtf.org</u>

California Housing Trust Fund www.housingca.org/trustfund.htm
Local Housing Trust Funds
www.nlihc.org/advocates/htfs.htm

Efforts to Increase Affordable Housing via the Private Market:

Inclusionary Zoning requires market rate housing to include a percentage of affordable units Density Bonus gives more density and incentives to market rate housing to include affordable units

(recent state law SB1818 confers additional incentives to market rate developers.)

www.hcd.ca.gov/hpd/inclusionary.pdf www.hcd.ca.gov/hpd/hrc/tech/bonus.pdf

Efforts to Rationalize Land Use for More Livable Places and Affordable Housing:

Livable Places

www.livableplaces.org

Los Angeles City Building Healthy Communties 101

www.lacity.org/lahd/curriculum

prepared by:

Community Corporation of Santa Monica

www.communitycorp.org

prepared for:

Southern California Associatin of Government 5th Annual Regional Housing Summit (April 21, 2005)

The Olson Company

5th Annual Regional Housing Summit

MARK BUCKLAND

PRESIDENT



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EMAIL mbuckland@theolsonco.com

For Sale Housing Affordability Strategies

GOAL

Create housing attainable to homebuyers in the 100% to 160% of median income.

\$165,000 to \$325,000. L.A. County Median Home Price - \$361,000.

Ways to Encourage Affordable Housing Development

Create "Urban Villages" Specific Plans

Involve the Community in the Visioning

Use as a revitalization tool

Focus on Quality Design

Increase Density

Streamline Entitlements

Review Per Unit Based Fees – they are regressive on smaller affordable homes

Provide infrastructure

Zoning Challenges

Current focus is based on number of homes per acre and parking

Generates larger more expensive homes

Works in the existing urban market place, because pricing is linear – a stable value ratio over a large range of home sizes

Parking ratios are designed based on a traditional family model

Burbank Village Walk

City of Burbank - Village Walk



City of Burbank - Village Walk

Community Size: 2.53 acres

Density per Acre: 55 du/ac

Number of Homes: 140 Homes

Number of Affordable Homes: 14 Homes

Average Square Footage: 1,455

Total Buildable sq Footage: 203,700

FAR (Floor Area Ratio): 1.85:1

Parking Space per Home: 2.25 per home

Average Sales Price: Market Rate: \$500k to \$850k

Affordable: \$182k



Zoning Solutions to Affordable Housings

Switch to an F.A.R. approach to housing

Incentives for Affordable Housing production through increased F.A.R.

Base parking on home size 500 to 750: 1 car

 Most households are non-traditional families – singles, couples, move downs

Allow for guest parking in the overall Specific Plan – similar to downtown retail concepts

Base fees on square footage not per unit

Oakland City Walk

City of Oakland - City Walk



City of Oakland - City Walk

Community Size: 1.65 acres

Density per Acre: 153 du/ac

Number of Homes: 252 Homes

Average Square Footage: 960 (smallest home 570 sf)

Total Build-able sq Footage: 242,000

FAR (Floor Area Ratio): 3.37:1

Parking Space per Home: 1 per home

Sales Price: Market Rate: \$325k to \$580k



The 2% Strategy

Spring 2005



The 2% Strategy evolved out of the Compass Growth Vision as a plan to optimally accommodate population growth in the SCAG region. The Strategy's basic premise is that 98% of the region's 38,000 square miles can be spared from the negative effects of uncontrolled growth by concentrating growth in just 2%.

A Vision for Growth in Southern California

The 2% Strategy is an approach to meet the growth challenges of a vast, far flung region that expects to add 5 million people and over 2 million housing units over the next 25 years. It evolved out of the *Compass* Growth Vision process, an exercise tackling how to absorb this growth within the context of the trends and challenges we face today: traffic gridlock, worsening air pollution, excessive consumption of agricultural land and open space for development, and a housing market in crisis.

If executed as envisioned, regional residents can expect to experience a future characterized by less congestion, shorter commutes, cleaner air, good jobs, affordable housing and plenty of space for recreation and relaxation.

Local Input is Crucial

Fundamentally, the strategy promotes a concentration of new and infill development along existing and planned transportation corridors and in new regional centers. The approach respects local input and public feedback. It acknowledges that success is based upon both the region and individual cities realizing benefits: Only projects that are viable and desirable from a local perspective will be embraced and ultimately undertaken.

Key Features & Benefits

In addition to focusing on the benefits of integrated land use and transportation planning, the strategy:

- promotes mixed use development
- ·preserves stable neighborhoods
- provides better access to jobs
- oconserves open space
- •supports public/private partnerships and user-fee infrastructure financing

It also

- •allows transit systems to become more productive
- •improves the capacity and efficiency of goods movement
- •reduces vehicle miles traveled, improving air quality
- improves housing availability and affordability
- renovates urban cores
- •creates over 500,000 high paying jobs

Tools and Tactics

In addition to initiating pilot and demonstration programs of the 2% Strategy, SCAG is prepared to provide technical assistance, tools, training and tactical support to cities containing critical growth opportunity areas and to all who wish to support the vision.

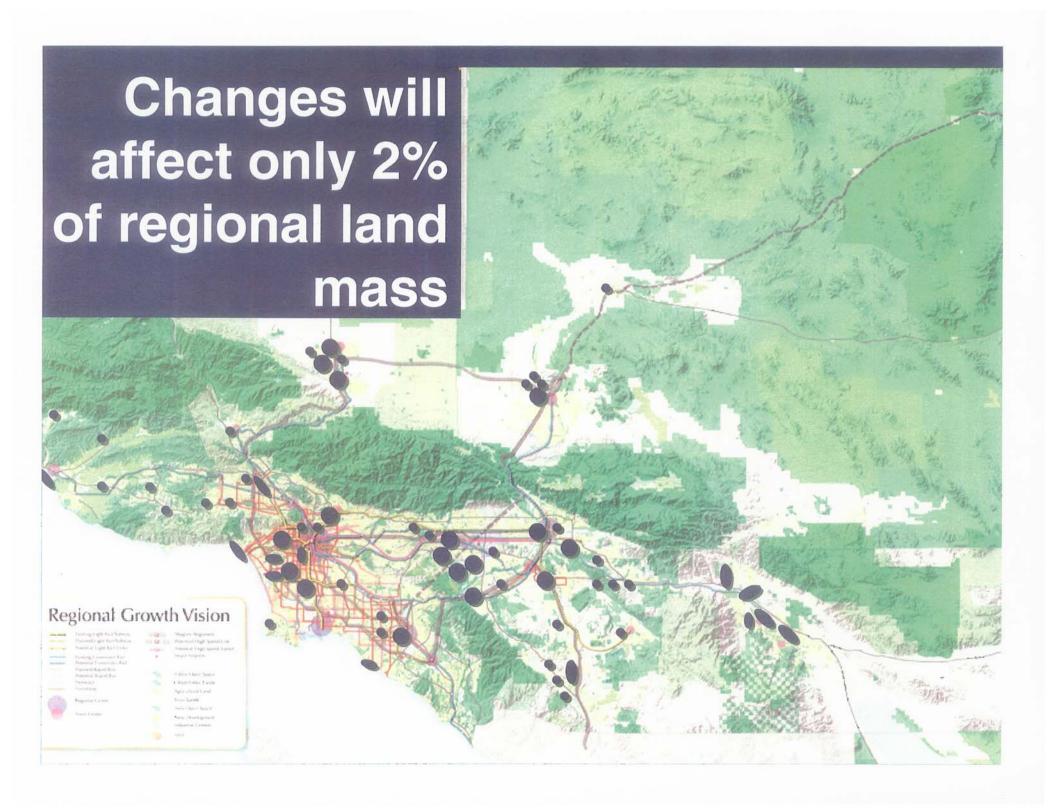
For more information contact: Mark Butala: 213.236.1945 butala@scag.ca.gov

Or visit this Web site:

www.socalcompass.org



Resolving Regional Challenges



FUNCTIONAL OVERVIEW



LA LOTS - OBJECTIVE

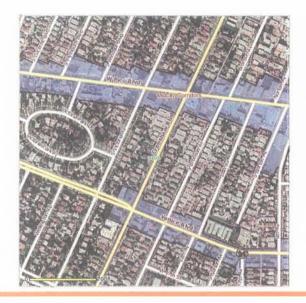
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LA LOTS - WHAT IT OFFERS?

- Scan data at different geographic levels such as census tract, census zipcode, and countywide.
- Identify focus areas, such as transit stops, and get aggregated data at census tract level.
- Analyze neighborhood and community characteristics.
- Research property level data.

WHY LA LOTS?

- Provides comprehensive and timely information.
- Provides information that can be easily queried, through intuitive and easy to use interfaces.
- Provides online mapping technologies (geographic information systems) that allows users to perform spatial analyses and better research the focus areas for planning needed housing, shopping, parks, schools, and other resources.







http://lots.ucla.edu

SITE OVERVIEW



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DATA AND CHARTS

The Data and Charts section provides easy access to contextual data with comparisons at the county & state level.

MAPROOM

DATA & CHARTS

Ethnicity / Race

- Interactive mapping: zoom in and focus to your area of interest
- Aerial maps: see an aerial photographic view of a neighborhood
- Thematic mapping: view colorful maps displaying areas of high and low concentrations of an indicator you choose
- Map points of interest: map location of transit stops, brownfields and contract nuisance properties

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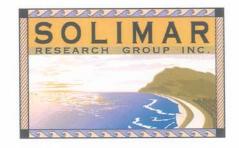
Make Rail



http://lots.ucla.edu

Solimar's Infill Analysis Service

Helping Public Agencies
Identify Infill Potential
And Test Infill Policy Scenarios

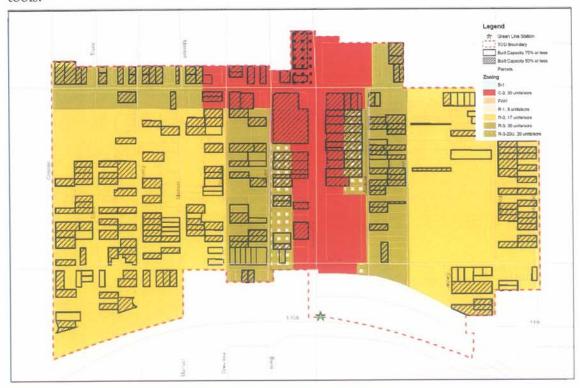


Solimar Research Group's Infill Analysis Service helps cities, counties, and other public agencies face "the infill challenge" by:

- Estimating the potential for infill development, and
- Shaping policies that will be effective in stimulating infill development in the marketplace.

Solimar's service uses an interactive combination of GIS and economic/policy analysis to bring a community's infill potential into sharp focus – helping public agencies clarify the underlying issues in infill development and create policies that will make infill happen.

Solimar's Infill Analysis Service consists of two different services: A GIS-based Infill Potential Analysis and an Infill Strategy Analysis, which combines economic and policy analysis with GIS tools.



A typical Infill Potential Analysis, showing parcels with high infill potential. For more details, see the back of this sheet.

Infill Potential Analysis

Solimar's Infill Potential Analysis is a GIS-based analysis that can:

- Identify parcels within a given geographical area that meet specified criteria;
- · Highlight those parcels on either a map or on top of aerial photography; and
- Calculate statistical information about the selected parcels, such as acreage and maximum build-out under current zoning

Infill Strategy Analysis

Solimar's Infill Strategy Analysis tests the likely effect of increased densities, financial subsidies, and other changes associated with specific infill strategies to determine how much infill development is likely to be stimulated by the adoption of a specific strategy.

Combining GIS with economic and policy analysis in an interactive way, the Infill Strategy Analysis helps public agencies estimate whether proposed policies will be effective in stimulating infill development – and, if so, how much development is likely to occur.

For More Information:

Contacts: Bill Fulton (<u>bfulton@solimar.org</u>) or Ryan Aubry (<u>raubry@solimar.org</u>). Telephone: (805) 643-7700 x 104 (Ryan) or x 105 (Bill).

MEMORANDUM

TO:

5th Annual Regional Housing Summit Participants

FROM:

Charlotte Pienkos, SCAG Government Affairs Analyst

DATE:

April 21, 2005

SUBJECT:

Report from Sacramento and Washington, DC

The public dialogue taking place today at the 5th Annual Regional Housing Summit regarding land use, housing supply and affordability issues facing California has been mirrored this year in California State Legislature. Bills on a variety of related subjects are currently circulating among state policy makers, with Governor Schwarzenegger, BT&H Secretary Sunne Wright McPeak, Senate President Pro Tempore Don Perata (D-Oakland), the League of California Cities, and the California Building Industry Association playing leading roles in ongoing discussions.

A few of those bills are synopsized below. Missing from the summaries is an Administration housing package, which has not been publicly released. The plan, which 1) makes it easier for developers to building housing units, 2) requires cities and counties to designate enough land for 20 years of housing needs, 3) expands by-right housing development, 4) requires the updating of housing elements only once a decade, and 5) discourages inclusionary zoning has been met with mixed reactions.

Also receiving attention in Sacramento is a package of housing and transportation legislation introduced by President Pro Tempore Perata, Senate Transportation and Housing Committee Chair Tom Torlakson (D-Antioch), and Senate Environmental Quality Committee Chair Alan Lowenthal (D-Long Beach). The bill package includes SB 832, SB 575, SB 521, and SB 44. Bill amendments are expected and may carry the support of environmentalists who so far oppose the Governor's proposal.

In Washington, local officials from California and throughout the United States were victorious in March when Congress passed budget resolutions that will help keep the Community Development Block Grant (CDBG) program in operation. President Bush has proposed consolidating CDBG and 17 other program as part of the 2006 budget, resulting in a net loss of \$1 billion to the program. The Congressional resolutions restore funding and keep administration of CDBG in the Department of Housing and Urban Development.

Bills To Follow in the Coming Legislative Session

SB 435 (Hollingsworth) Makes additional changes to state density bonus law, following last year's controversial SB 1818.

AB 549, as introduced, Salinas. Authorizes communities that produce an unspecified amount of affordable housing to self-certify their housing elements. Provides for actual damages against local governments that deny affordable housing developments.

SB 575 (Torlakson) Prohibits local disapproval of housing development that is not in compliance with the general plan, if the jurisdiction lacks a certified housing element.

AB 1233 (Jones) Requires regional housing need numbers to include any unmet share of housing need from the previous planning period.



MEMORANDUM

SB 326 (Dunn) Provides that a housing development (could be multifamily or single-family) that is proposed to be placed on a parcel zoned for multifamily or single family use is not subject to a conditional use permit on any parcel zoned for housing, under specified conditions.

SB 365 (Ducheny) Applies two existing provisions of law related to housing to charter cities.

SB 1087 (Florez) Requires local governments to deny an application for any residential or nonresidential development if it finds, based on substantial evidence that the water or sewer provider has failed to provide available and future services to affordable housing.

Planning & CEQA

SB 968 (Torlakson) League-sponsored spot bill intended to serve as a legislative vehicle for agreements that may emerge from the League/Homebuilders General Plan Task Force.

AB 1367 (Evans) Declares the Legislature's intent to enact legislation that would direct state and regional agencies to take into account locally passed land use initiatives when calculating the fair share of regional housing for cities and counties.

SB 223 (Torlakson) Establishes a revolving loan program to provide loans up to \$1 million to local governments to adopt specific plans or equivalent planning documents that provide for additional infill housing opportunities. Compliance with state housing element certification and reporting criteria is required.

SB 832 (Perata) Makes several changes to the existing CEQA exemption for infill housing.

SB 948 (Murray) Requires a lead agency to prepare a short form environmental impact report for a housing development project subject to CEQA if the lead agency has determined that the project meets various criteria.

AB 1387 (Jones) Provides an exemption from findings related to traffic for residential projects on infill sites in urbanized areas, when the project complies with the traffic and transportation policies in the general plan or zoning ordinance.

Housing/Infrastructure Financing

SB 521 (Torlakson) Authorizes tax increment financing to be used for transit village development when various conditions are met.

AB 350 (Matthews) Authorizes counties and cities to create infrastructure financing districts in jobshousing opportunity zones in the Counties of Alameda, Contra Costa, Santa Clara, San Joaquin, and Stanislaus.

AB 921 (Daucher) Authorizes a redevelopment agency to amend its redevelopment plan to extend the time limit on the plan's effectiveness for an additional 25 years, under certain conditions, which include dedicating at least 60 percent of proceeds toward housing.

AB 1203 (Mullin) Declares the Legislature's intent to authorize local governments to create greyfield housing and investment zones in coordination with a regional process, in specific areas where additional job growth and high density housing is desired to match transportation, air quality, and other regional priorities.



MEMORANDUM

SB 588 (Runner) Authorizes the expenditure of excess surplus redevelopment housing funds for economic development or transportation infrastructure.

AB 1259 (Daucher) Declares the Legislature's intent to enact legislation that would reward cities and counties that exceed 80% of their Regional Housing Need Assessment (RHNA) goals over a 5 year period with an increased share of the annual tax increment that is allocated among local agencies in a county.

AB 1461 (Salinas) Deletes existing allocation percentages for Community Development Block Grant dispersed by the state, and requires the Department of Housing and Community Development to determine, and announce in the applicable Notice of Funding Availability, these percentage and maximum amounts.

CP#109784



EVALUATION FORM

Note: This information will remain confidential.

5th Annual Regional Housing Summit "Housing Outside of the Box"

April 21, 2005

lame:			Date:	
Organization/Jurisdict	tion:		Position:	·
	Note: T	his informatio	on is not requir	ed.
1. Please rate the o	overall quality	of the Regior	nal Housing S	ummit (circle):
Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
2. Please rate how	well the confe	erence met its	s stated goals	lintent? (circle):
Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
3. Please rate the	quality of the h	Housing Sum	mit materials	/ packet (circle):
Very Good (5)	Good (4)	Fair (3)	Poor (2)	Very Poor (1)
4. Was the time/le Yes (if				
5. Was the inform your organizati			sing Summit ເ	useful and transferable to
•				
No				
6. Were there opp	ortunities for i	networking a	nd interaction	with colleagues?

١	What topic(s) did you value the most?
-	
-	
•	
•	
	In what ways could the Housing Summit be improved?
•	What topic(s) would you have liked covered that were not?
0	
10	Please identify any New Solutions that may not have been identified during the program, and any other comments, feedback or requests:

Thank you for taking the time to fill out this evaluation form.

FUNCTIONAL OVERVIEW



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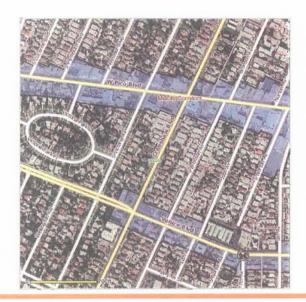
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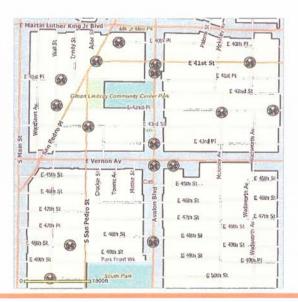
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